

THE GLEICHEN CALL

VOLUME XXVIII NO. 47

GLEICHEN, ALBERTA, WEDNESDAY FEBRUARY 6, 1935

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U.F.W.A. WILL HOLD ANNUAL TOMBOLA ON FEBRUARY 15

On Thursday January 31st the U. F. W. were able to hold their regular meeting at the home of Mrs. P. Warner. Despite the bad roads a good crowd ventured out to enjoy the district jamb well represented.

Mrs. A. Buckley conducted the meeting and much left over business was dispensed with. Every one regretted very much that the severe weather had made it impossible to attend the last meeting which was to have been held at the home of Mrs. Wilson.

The date of February 15th was set for the U. F. W. A. Tombola which had been postponed on account of the blizzard.

It was decided to have the delegates report at the home of Mrs. Buckley, Sr., instead of at the hall as programmed. A local committee was appointed instead of a committee branch. This meeting is to be held at the regular time on February 14th. Following the meeting Florrie Warner gave a very nice recitation.

THE WEEK AT OTTAWA

(By E. W. Gershaw)

Monday was lawyers day in the House. The Minister of Justice stated that the B. N. A. Act should be overhauled as there had been many changes since 1867. Others agreed also that the British Parliament would make minor changes on the request of this parliament but that all the provinces would need to agree in order to get any major change made.

The Dominion was lawyers day in the House. The Minister of Justice stated that the B. N. A. Act should be overhauled as there had been many changes since 1867. Others agreed also that the British Parliament would make minor changes on the request of this parliament but that all the provinces would need to agree in order to get any major change made.

The Dominion has guaranteed the railway, banking, the C. N. R. bonds to the extent of \$1,255,000,000. Not one cent of interest or principle of this has ever been repaid. Also the Dominion has guaranteed the C. N. R. bonds to the extent of \$1,255,000,000. The interests on this must be paid by the tax payers. In 1926 and 1928 the earnings of the C. N. R. covered the interest due the public on these bonds but in every other year the deficit was paid by the government. Last year it was \$3 million.

The fiery feature of the day was the demand by Mr. King that the reforms promised in the broadcasts be brought down without further delay.

No one knows when the general election will be held. Lists of voters are now being printed. According to new act they will be again opened for revision from May 15th to July 1st. If the elections are called before May 15th the taxpayers will save one million dollars, i.e. the cost of reprinting.

All parties in the House supported the giving of permission to the blind to start in this debt. It is also in the unemployment insurance feeling that such social legislation is what is required at the present time.

All day Thursday was taken up with political combat dealing mostly with the Empire Trade agreements. Figures were quoted to show that these agreements had helped trade and other records showed a great falling off in such articles as wheat, cheese, milk products etc. Reference is frequently made to the reciprocity agreement that has been promised. It was pointed out that all the cattle we might ship to the U. S. A. would only be about one per cent of their consumption. At present some Alberta shippers have been sending car loads of cattle to Seattle, U. S. A. However, as the duty is 3¢ and costs of shipping 1½ cents per pound they did not net very much as they only got around 7 cents per pound, although, at times has been up to 11 cents in United States.

The opening of the U. S. market for our natural products would help the situation in our province greatly and toward that goal we must press vigorously.

COMING EVENTS

Feb. 15—U. F. W. A. Tombola, at Meadowbrook Com. Hall. All tickets sold for the last date will still be good.

Douglas Hardwick of Arvida and Fred Richie of Quinton were in Gleichen for a short time the other day on their way home from Cal-

SOCIAL CREDIT AND YOUNG PEOPLES' STUDY CLUB MEET

A joint meeting of Gleichen Social Credit Club and the Young Peoples' Study Club was held last week. There was over a hundred people present and both town and surrounding districts was well represented.

In the election of officers that took place immediately after opening Mr. Elmer Bolinger was elected as president and a secretary chosen for the evening. Other officers will be appointed later.

Mr. M. Bolinger was the first speaker and mentioned only a few of the points of interest to students of Social Credit. He first spoke of the medium of exchange to be used and said it should be a barter system based on the system of paying by cheque. He then pointed out that the plan of Social Credit was not to take away anything one now owned, such as houses, land, etc., but rather to give what most of us now lack, that is purchasing power. This he said led to better things than we now enjoy and ultimately to almost complete freedom from taxation. Also much would be saved in interest that we are now obliged to pay. Mr. Bolinger concluded by quoting from Francis Bacon who said: Above all things good policies are to be used, that the treasury and money of the state be not gathered into few hands, for otherwise the state may have great stocks and yet starve. Money is like muck, not good except it be spread.

Mr. Tregoe then spoke briefly ad-

monishing that great care be taken that this enter not into a venture that could be disastrous.

He thought no one should be allowed to give a satisfactory answer to the following questions before we commit ourselves to a trial of Social Credit.

If Alberta decides to make use of

Social Credit, independent of the remainder of Canada we must be able to produce and market outside the province enough to buy what we manufacture.

We must be able to find an outside market for the products of the fair, wheat, cattle, hogs etc., at price that will buy back the commodity we can not produce viz: fruit of all kinds, clothes etc. How can we find this system market our products better advantage than do we at present?

Where will we get the funds to pay the \$7,000,000 annual interest bill of the province, and maturing bonds?

Where will we get the funds to pay interest on present obligations of all cities, towns, municipalities and manufacturing bonds?

Where will farmer get funds to pay their debts and in-

terest to banks and mortgage com-

panies and to buy machinery to re-

lease worn out farm equipment?

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J. E. OSTRANDER GLEICHEN'S NEW MAYOR

Now as far back as the close of the civil war men like Abraham Lincoln had a very great fear that the control of the people's affairs would go into the hands of the few and it was President Lincoln himself who said that "we must be careful not to let the people vote what we want." In this possibility we carefully organized against up until about the year 1900. Somewhere about that time Leader began dealing in wheat and Armour in cattle and hogs in a big way, and Carnegie and his associates got complete control of the steel and iron out of the nation. It was marvelous how soon after that these men became millionaires and how soon depressions began to occur among the people. It became greater as the oil business began to come around John D. Rockefeller and the banking business around P. Morgan and Son. But in 1914 war broke out in Europe and the minds of most people were diverted from their personal affairs. In the hands of a few were more than ever concentrated on their own affairs. Those who were millionaires became multi-millionaires through trade in war equipment and munitions for the allied armies. Money was flowing freely among the people for everything was booming. It was, however, being systematically drained by big business and at the close of the war big business had become a racket and was controlled more or less by racketeers.

Small factories that had up to that time served their community faithfully and well were brought up at big prices by the manufacturing association that was by that time a very powerful machine. The owners of these factories were induced to take up their shares in the factory and the workers were induced to take up their shares in the factory. They had just sold and the workers already had some shares in this factory were induced to take more. When the crash came toward the end of 1929 these factories were closed and all the men thrown out of employment. Their shares in the factory became worthless. These men and their families are now on the bread line and if the former owners are not they will soon be.

The after war period gave those racketeers the opportunity they were looking for. By ruthless rumpus they forced President Harding to allow the appointment of Dorothy as attorney general and during the president's absence, when the prohibition laws were repealed, the banking act was changed to suit their purpose. When Harding found out what was going on he determined to bring the whole matter to a standstill. He died before he reached home. The aroused public however demanded an investigation and Dorothy was removed from office but not before the damage was done. Now if we want a blinder at that one time sold for \$85 we pay approximately \$300 for it.

The secret service system of this manufacturers association is the finest in the world. It gathers information from every corner of the globe and spreads its propaganda at exactly the right time. It knew when Canada needed assistance to get better prices for wheat and sent Santo to organize the wheat pool. That was just about the time the association needed something to stimulate the buying of farm machinery in Europe and they sent the same to Santo. The example of how western Canada was preparing to hold up European countries on the price of wheat. It worked all right; as all their schemes failed, for very soon they were shipping cargo of farm machinery across the Atlantic and the countries of Europe were growing their own wheat. Canada and the United States lost their chief market.

I have been trying to bring all this to your attention so that you will know just what we are up against and how the great capitals of industry, as some of us lovingly call them, have been and still are using us, and that you may see the necessity of our taking immediate steps to protect ourselves against further calamities.

This brings us to the point where we must consider ways and means of detouring our spurs and I am in favor of Social Credit as the

point unfavorable for plants this winter growth is easily injured and the

way means.

The remainder of Mr. Robertson's address and his answers to Mr. Tregoe's questions will appear in next issue.

Do You Know?

The hottest place on earth is Death Valley—134° in the shade.

The coldest place on earth is Verkhoyansk, Siberia—93° below zero.

The most comfortable place on earth that is heated with our famous CARBON; NEWCASTLE and WAYNE GRAY COAL

During January 1935 we shipped in and unloaded 357 tons of coal. Quality and value must be there.

R. S. McQUEEN

COAL WOOD CARTAGE

Stand Up And Cheer

Starring:

MADGE EVANS
WARNER BARTER
SHIRLEY TEMPLE
JAMES DUNN

Matinee at 3 p.m. sharp

NEWS COMEDY

Two evening shows at 7:30 p.m. and 9 p.m.

GLEICHEN COMMUNITY HALL

plants die from no apparent cause.

South windows provide best light conditions for sun-loving plants such as geraniums and roses and flowering begonias and while windows provide bright sunlight, are favored by an east window. West windows are less favorable because the afternoon sun is usually too strong for most plants.

Soil for potting is a relatively simple matter because plants will adapt themselves to a wide range of soil conditions providing the necessary food elements are supplied in proper amounts. A good potting soil is made by mixing garden soil with well rotted manure and clean sand. In addition the use of chemical fertilizer is recommended.

All plants grown near windows should be turned around occasionally so they tend to grow toward the light and become unsightly if left in one position.

House plant pests such as aphids and black fly can be readily controlled by spraying with a solution of soap and water. Mix one teaspoonful of Black Leaf Soap to one gallon of water. To make the aphicide stick better a weak solution of soap is added using only pure soap such as castile. Soaps containing lye are not safe to use. In treating immerse the plants in solution if possible. Otherwise spray. Do this at night and in the morning wash off with cold clean water. Never dip plants and directly expose them to sunlight. This will cause scalding. Scale which occurs in fern plants and fuchsias are controlled by washing each leaf in soapy water. Red spiders and mealy bugs are simply washed off by spraying with a fine strong spray of water or washing where a sprayer is not available.

Many think they are highly moral when they are merely refraining through fear from things they are doing to do.

A newspaper declares that "any young woman of high ideals and moral tactfulness can never be beaten in educational history." Anyway, she can usually win a place on the front page, "with art."

19TH ANNUAL...

BANFF
WINTER SPORTS
Carnival

FEB. 13-17

Five days of healthy sport and fun—Tohoming, Skiing, Curling, Hockey, Skijoring, Art Skating, Novelty Snow and Ice Sports.

LOW RAILWAY FARES

From Stations in Alberta and British Columbia

Tickets on sale
FEBRUARY 9-16
RETURN LIMIT FEB. 18

Ask Ticket Agent

CANADIAN PACIFIC

\$1.05 RETURN

BARGAIN TRIP TO CALGARY

From GLEICHEN

FEBRUARY 8-9

Good to return until FEBRUARY 11

Low fares from other stations
GOOD IN COACHES ONLY
No Baggage Checked

Apply Ticket Agent

CANADIAN PACIFIC

To a friend's house the road is never long.

How To Keep Colds UNDER better CONTROL



VICKS VAPORUB
At bedtime, massage throat and chest with Vicks Vaporub. The vicks's stand by in treating colds. All night long, by stimulation and inhalation, Vicks Vaporub brings direct relief.

To Build Resistance to Colds: Follow the rules of health that are part of the clinically tested Vicks Plan for Better Control of Colds. (The Plan is fully explained in each Vicks package.)

VICKS PLAN FOR BETTER CONTROL OF COLDS

Appraisals Of Progress

"If we are to take stock of the world's advance in 1934, let us first take stock of ourselves."

With this challenge to the conventional New Year appraisals of progress, Dr. Robert A. Millikan, distinguished scientist and Nobel Prize winner, contributes to the January American Magazine what is described as an editorial review in "The Reader's Digest" as one of the truly stimulating articles of the month.

It is stimulating and for that reason we utilize this column to reproduce, The Reader's Digest editorial review of Dr. Millikan's article. It says:

Dropping for the moment his famous pursuit of the cosmic ray, Dr. Millikan seeks for rays of hope in the cosmos of human aspirations. The usual end-of-the-year statistics on car loadings, steel output and building construction, he says, only bring us to the real fundamentals of mankind's achievement. Records of transportation are important, but so are records of what men have learned. In 1934, the new methods of saving space were more thoughtful and kindly than those who were transported the year before. We may boast how speedily we get about and forget how to walk peacefully and reflectively with ourselves.

The number of miles traveled by automobiles is not as significant as what we see and feel on the way. Did we hug the road and give battle at crossings, or were we chivalrous as knights? How many books did we grant with our cars to the old, the lame, the shut-ins? And how many times did we drive alone to a hilltop to read and to meditate, hungering for betterment? Let us count the ways.

Our improved communication, whether by radio, telephone, or transatlantic cable, does not of itself denote a higher civilization. The main question is: What was communicated? Fear and prejudice? Did our religious facilities tend to promote hate and greed, base ideas and false sentiments? Or did they reflect sounder thinking, more generous and humane impulses?

What if we did make a staggering number of telephone calls or talk freely to London and Paris? That is of small moment compared with what we say and do as an expression of our ideals. Did we call and offer to help a friend smitten by ill luck? Were we less pride and intolerant? There was no progress if we groaned into the mouthpiece and failed to employ the phone for more intelligent, gracious conversation.

The fact that some of our tall buildings are gloomy and half occupied means little. But the majority of those who use them become gloomy and half occupied, too. Not the number of new buildings that go up but what goes on in them is the vital standard. Do new buildings console better working conditions and larger opportunity?

Let us not be deceived by the production of our farms and factories. That means little as an expression of industrial, mechanical, physical status? Not how fast the wheels turned in 1934, but how slow they now move. Not the feel of thoughtful men upon the earth? Not how much improvement in motor design, but "how much we improved the motor of men—the knowledge, the strength, the purpose."

Satrosphere flights were made in 1934, but what of the aspirations of those who remained below? "In 1935, perhaps," Dr. Millikan writes, "we are thoughtful and honest and kind and courageous; we may ascend a little way toward our own satrosphere—the mysterious altitudes of ourselves."

Wanted Bells Used

Unless They Were Dower Would Not Attend Church

Antonio Giovanni Rebagliati, pioneer merchant of the Cariboo, has heard the peal of the bells he donated many years ago to the church in Lytton, B.C., and has returned to worship with his neighbors.

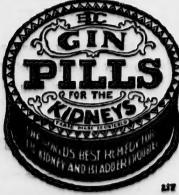
For many years the bells had not been rung because residents complained of the noise. "Ring my bells or I do not go to church," said Rebagliati. At last, his words have been heeded, the bells have been rung on Sundays and the merchant attends church regularly.

Football coach (to players): "And remember that football develops individuality, initiative and leadership. Now get in there and do exactly as I tell you."

Mountain goats are increasing in Mount Rainier National Park, Washington.

Kidney Troubles

cause poison to accumulate in the system and poison on persistent backache, kidney trouble, rheumatism, etc. Take Gin Pils to restore the kidneys to a healthy condition and eliminate the poison from your system.



W. N. U. 2028

Royal Bank of Canada Presents Strong Statement

Morris W. Wilson, President and Managing Director, Notes Distinct Improvement in Business—Looks Forward to 1935 With Confidence.

Sydney G. Dobson, General Manager, Reviews Financial Statements—Reports \$50,000,000 Increase in Deposits

At the Sixty-Sixth Annual Meeting of The Royal Bank of Canada, held in Montreal, Morris W. Wilson, President and Managing Director, paid tribute to the bank's record which was rendered to the bank by Sir Herbert Holt, who had presided at successive Annual Meetings for over a quarter of a century, and whose outstanding ability and prudence have been important factors in the solid and consistent growth of the bank during his régime.

In commenting on the strong statement of the recent revenue of the bank, Mr. Dobson said:

Referring to the recent review of the Bank of Canada by its Incorporating the Bank of Canada, he stated that at the public hearings preceding these enactments, the bankers were able to justify their administration. He said: "We have had to give up some of our power resulting from restrictions upon interest rates chargeable by banks and the withdrawal of notes issued by provincial governments due to the fact that banks in maintaining unproductive branches in small communities. Banking profits have never been excessive, and the existing banking system is to be maintained as it stands, going beyond which would encumber economies to meet falling revenues on one hand, and increased taxation on the other cannot safely be carried."

Referring to taxation, Mr. Wilson said:

"For every dollar paid in dividends last year, there were 10 cents in taxes on the Canadian tax-gatherer. This does not take into account the income tax paid by our shareholders themselves on dividends received from the Bank. Surely these figures require no comment."

In discussing the improved conditions in Canada, Mr. Wilson pointed out that during the past year manufacturers and employees have approximately the level of 1929, iron and steel production the output of automobiles, textiles and electrical energy had increased and the value of exports, both foreign and domestic, had advanced substantially.

The wheat crop was no longer, but fortunately, prices prevailed.

The value of fish goods had increased.

Iron and steel, and enhanced

purchasing power of trade throughout the country.

There has been increased demand for Canadian lumber and

in its anticipation that the

output of Canadian gold mines will exceed \$100,000,000, as compared with \$85,000,000 in 1933. The building boom in Great Britain has been reflected in demand for Canadian lumber and a record volume of shipments has been made during the past year.

He mentioned the increase of export trade to Canada, which had amounted to \$100,000,000 a year and for several years brought more money into Canada than our wheat exports.

Newspoint

"From the United States newspaper has been strong with the news that the output of the Canadian mills in 1934 was more than twenty-five per cent. higher than in the previous year. In fact, it was with five per cent. higher than in 1929. Prices however, were even lower than in 1933 and, despite the most rigid economies, operations have continued on an unprofitable basis.

The Railway Situation

"The railway situation continues to be the most important economic problem in Canada. Obviously, the Canadian people cannot stand indefinitely a weekly drain of over \$1,000,000 for railway deficits, and the railway rates must be reduced.

Making allowances for the reduction in interest rates under this heading reflects a lack of demand for loans, rather than a restriction of credit. The results for the year were \$4,368,217 but are not properly comparable with published profits for the previous year because, heretofore, they were reported after deducting Provincial and federal corporate taxes.

Mr. Dobson pointed out that all banks in Canada, because of their easy cash position, are looking for demands for loans, which will result in a relatively small increase under this heading.

Referring to world affairs, the president said: "The present financial situation during the past year, business has continued to improve. Production in Great Britain and several other countries was greater than in 1933."

"It is only in the countries of the

gold bloc where business has be-

come materially worse during the

year. World trade, however, must be related to the importance of raw materials, which were among the worst products of the depression, if it is to regain healthy vigor. Excessive economic nationalism has proved a serious hindrance, slowing down the foreign industries as well as those of

foreign countries. I believe that the pendulum of opinion has begun to swing toward better economic relations between countries, and look upon this new attitude as a happy augury of further favourable developments during the coming year."

The Capitalistic System

"It is not surprising that new social experiments should have been undertaken in many countries in the hope

that they will succeed.

A Late Model

Two little fellows were gazing at a zebra in a zoo.

"What a funny animal!" said one.

"What is it?"

"I don't know," replied the other little fellow, "but it's a sports model cokey, I think."

Would Be Safe

"Are you fond of trifles?" asked the little mate of a lady, who was assisting at a party.

"No thank you, my dear."

"Then will you look after this for me please?"

Old Taxis Banned

Scotland yard has decided that

hereafter any taxi cab that has passed its tenth birthday will be considered

"old" and subjected to special inspection.

The drivers are up in arms.

They contend, as any visitor to Lon-

don is aware, that a cab does not

nearly start to get well broken in until it has reached its majority.

Purifies In Cold

Saskatchewan cold claimed that

the life of Percy Ochapaway, 14-year-old Indian

mission schoolboy at Round Lake, Ochapaway and two other

boys without permission left the

school and started for their homes

some miles away on January 13. The

other lads returned, but Ochapaway's

body was found January 17.

The Full Vitamin Value of Cod Liver Oil

PLUS Further Body-Building Virtues



Generations have proved the body-building energy-giving power of pure cod liver oil. Generations, too, have proved that Scott's Emulsion of Cod Liver Oil gives you all these, PLUS added value of phosphorus and lime and added value of hypophosphite of lime and soda. PLUS values found only in Scott's Emulsion.

SCOTT'S EMULSION
THE COD LIVER OIL WITH THE PLUS VALUE
For Sale by Your Druggist

Little Journeys In Science

MAGNETISM

(By Gordon H. Guest, M.A.)

In various countries there is found an ore of iron which has the power of attracting small bits of iron. Pieces of this ore are known as natural magnets. The name for this particular kind of iron ore was decided upon because large quantities were found near a town in Asia Minor called Magnesia. The natural magnet is the world's largest magnet—prescribed by lessening the cost but little but still useful comfort is yours all day long.

If a piece of steel is stroked by a natural magnet it becomes itself a magnet.

There are now other

and more convenient ways of magnetizing a piece of steel. Permanent steel magnets include the bar magnet, the horseshoe magnet, and the ring magnet.

If iron filings are scattered over a paper under which is a bar magnet it will be found that the iron filings arrange themselves around the magnet in the shape of the magnet. It will be observed that these lines curve into the ends or near the ends of the magnet. If the bar be suspended by a string with one point pointing a general north direction. This end is known as the north-seeking or north pole.

The space surrounding a magnet

is the magnetic field.

The pain on the top of my head and in my forehead was, at times, more than I could bear. I consulted my doctor. He said my trouble was "Fruit-a-tives". Since I used them I had not had a minute trouble with headaches. I can't recommend Fruit-a-tives too highly. —*Mr. Dawson's complete statement will be sent on request. Write to him at 30 Caroline Avenue, Toronto, Ontario.*

FRUIT-A-TIVES—\$2 and 30¢. EVERYWHERE

FALSE TEETH
DR. WERNET'S POWDER

Grips plates so tightly and easily they fit you—never know you have false teeth. Dr. Wernet's powder is safe and never causes soreness—it is the world's largest seller—prescribed by lessening the cost but little but still useful comfort is yours all day long.

TEETH

TORONTO MAN GIVES AFFIDAVIT

In a sworn statement Mr. Henry Dawson, 30 Caroline Avenue, Toronto, gave his frank affidavit concerning Dr. Wernet's powder. He wants others to be aided by his experience and consented to tell of it in a sworn affidavit in order that others may be convinced of its truth. Mr. Dawson declares: "Following two serious operations I was given Dr. Wernet's powder and soon recovered with one dose pointing a general north direction. This end is known as the north-seeking pole.

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FRUIT-A-TIVES—\$2 and 30¢. EVERYWHERE

The export market for frozen poultry has opened up earlier than in 1934. Already 2,000 boxes of chickens have arrived on the British market, with more shipments to follow. One shipment from the Western Provinces is routed via the Panama Canal.

Canada won first prize for the best exhibit of Empire bacon at the recent dairy show in the Royal Agricultural Hall, London, England.

Chances Of Survival Until Golden Wedding One To Six

The chances of a newly married couple of surviving to celebrate their golden wedding anniversary have been reduced from the realm of doubt and put into an absolute certainty by statisticians of the Metropolitan Life Insurance Company, according to a company bulletin.

When the bride is 22 and the bridegroom 25 years old, which is about

the average example, it was found that they have approximately one chance in six of living out their years together.

The chances of this same couple

surviving to their silver wedding, is,

of course, very much greater," the statisticians say: "in fact, just about three in four; and their chance of reaching their tenth anniversary is not far from certainty, namely, 92 per 1,000, or considerably in excess of nine in ten.

New York, who were moved to

make their calculations by the growing number of marriages accompanying the approach to better business

of nine in ten.

Built Up Great Business

Montreal's new knight, Sir Charles Lindsay, was stricken with blindness when 19 years old. His spirit rising magnificently above this affliction he became a piano tuner, began to sell pianos, built up a great business, and incidentally amassed the fortune that is the basis of his splendid philanthropy.

To this just once. Take either the

familiar liquid "PHILLIPS'", or the

new "PHILLIPS' Milk of Magnesia". You will get the genuine "PHILLIPS' Milk of Magnesia".

ALSO IN TABLET FORM.

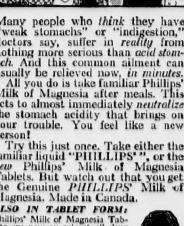
Tablets are now on sale at all drug

stores everywhere. Each tablet

is equivalent to a fluid ounce

of genuine "PHILLIPS' Milk of Magnesia".

PHILLIPS' Milk of Magnesia



WEAK STOMACH OR INDIGESTION?

"Acid Indigestion"

A WAY THAT RELIEVES THE CAUSE IN A FEW MINUTES

THE GLEICHEN CALL, GLEICHEN, ALBERTA

ROYAL YEAST CAKES
give you breads
in tempting
variety . . .



Try your hand at this simple recipe
for delicious homemade bread—
page 8 of the Royal Yeast Cake Book.



Breakfast fit for a King! Make this
Coffee Cake—page 12, Royal Yeast
Cake Book.



Watch these Raisin Buns disappear
when the children find them. Recipe
on page 13, Royal Yeast Cake Book.

THESE famous yeast cakes have been the standard of dependable quality for over 50 years. Today they come to you specially sealed in individual airtight wrappers, assuring you full leavening power no matter how long you keep them. Follow the choice of 7 out of every 8 Canadian housewives who prefer Royal Yeast Cakes where dry yeast is used for home baking. Order a package from your grocer.



Two Helpful
Booklets . . .
FREE!

The "Royal Yeast Book" tells all about the art of breadmaking and gives many delicious recipes. The "Royal Yeast Health Book" explains how the yeast in Royal Yeast Cakes helps to keep you healthy.

BUY MADE-IN-
CANADA GOODS

STANDARD BRANDS LIMITED
Fress Ave. and University St., Toronto, Ont.
Please send me, free, the "Royal Yeast Book" and "The Royal Yeast Health Book".
Name _____
Street _____
Town _____ Post. _____

On University Senate

Principal and Dean Of Regina College Included in Personnel

The principal and dean of Regina College have been included in the personnel of the senate of the University of Saskatchewan by amending legislation to the University Act, introduced in the house by Hon. J. W. Estey, K.C., minister of education.

At present Dr. E. W. Stapleford is principal of the college and Professor W. Ramsay, dean.

"The object of saving is to spend in due time."

Tested Eczema Remedy

Is Prescription of Doctor

Your skin trouble—whether it is eczema, acne, hives, dandruff, ringworm, infections, or boils—will be positively benefited by D.D.D. because D.D.D. is a tried and tested Doctor's Prescription. D.D.D. has developed especially for you, our patients by Dr. D. D. Dennis. It is now manufactured by the makers of Camphorated Liniment. D.D.D. has brought clear, helpful skin to millions. At druggists. Trial size guaranteed to give instant relief or money refunded.

W. N. U. 2083

Gold Prediction Realized

**Value Of Gold Production In Canada
For 1934 Was More Than One
Hundred Million Dollars**

Productions that the value of gold produced by Canadian mines during 1934 would reach a total of one hundred million dollars have been realized. Gold production in 1934 amounted to 2,964,395 fine ounces, a slight increase in weight over the 1933 output, but the value in Canadian funds rose to \$102,242,000 as compared with the 1933 value of \$84,350,237. The average price of gold in Canada during the year was \$34.49 per fine ounce as against an average of \$28.60 for 1933.

Stimulated by the higher prices, prospecting for gold deposits was most active throughout the year. In the vicinity of the older mines, well established camps prospects which lay dormant for years were revived, and promising new areas were investigated in different parts of Canada. Quebec production showed a slight increase and developments were widespread through the northwestern part of the province. Ontario, the leading producer, contributed over 71 per cent of the total gold output of the Dominion. The quantity of gold produced in Ontario was less than in the preceding year due to the mining of lower grade ore by some of the larger companies, but a most important feature was the development and bringing to the production stage of new mines in widely separated parts of the province. The combined output of Manitoba and Saskatchewan was greater than in 1933. Mining and milling were continuous at the principal mines and many promising properties are undergoing development and exploration. British Columbia's gold production totalled 287,173 fine ounces in 1934 compared with 238,995 fine ounces in the preceding year. As in other parts of Canada prospecting and development of auriferous properties were most active. Yukon production at 40,000 fine ounces stood about the same as in the preceding year.

Exhibition Dates Set

**Western Canada Association Holds
Annual Meeting In Winnipeg**

The most encouraging financial report in two years was laid before delegates to the Western Canada Fairs Association annual meeting at Winnipeg by their secretary, Keith Stewart.

"With almost no exception, fair boards were well satisfied last summer and reported increased returns," he reported. "Everybody made a little money, more than the previous year," he said.

J. E. Lunney, director of the Regional exhibition, was elected president of the Western Canada Association of Exhibitions. J. E. Rotte, Brandon, was elected vice-president.

Exhibition dates for next summer were set by the association: Brandon, July 1-5; Calgary, July 8-13; Edmonton, July 15-20; Saskatoon, July 20-27; Regina, July 29-Aug. 3.

Wooden Shoes For Germany

Wooden-soled boots and shoes are being promoted in Germany as substitutes for the leather products. Wooden-soled footwear is being made in 48 different styles, and is being advertised extensively. One argument is that it is entirely a German product and its use helps build a new domestic industry.

Canadian Feldspar

Shipments of Canadian feldspar reached a total of 1,910 tons in October; in September 1,865 tons were shipped and in October, a year ago, 1,484 tons. Shipments of feldspar during the ten months ending October totalled 12,733 tons or 54.2 cent above the tonnage in the corresponding period of 1933.

Iron Horse Still Good

The iron horse is still good. A steam locomotive recently pulled the Chicago, Burlington and Quincy railroad's streamline Zephyr into Omaha three hours late. Its motors had failed near Hamburg, Iowa. The Zephyr was taken on to Lincoln—under steam power.

Purchasers of seed during the coming season will be able to identify the red clover and alsike seed imported from the British Isles and New Zealand as it will contain stain seed according to origin, as required by the regulations under the Seeds Act.

One sure way to catch a cold is to leave home on a frosty morning with no handkerchief in your pocket.

CHAPPED SKIN? NO!



**HINDS RELIEVES
HANDS AND KNEES
CHAPPED BY SNOW AND WIND**



Water Power Development And The Mining Industry

Many New Installations Made To Assist In Recovery Of Precious Metals

The increased demand for power resulting from the growth of mining activity in Canada is reflected in the annual review of hydro-electric progress in 1934 recently issued by Hon. Thomas G. Murphy, Minister of the Interior.

In British Columbia, the Bridge River Power Company completed the Bridge River temporary hydro-electric plant and transmission line to supply power to the Bridge River mining district. The plant consists of a 4,600 h.p. water unit which was transferred from the lower Jordan River station of the company. Pioneer Gold Mines of British Columbia placed a 1,000 h.p. unit in operation on Husky, a tributary of the Bridge river, and the British Columbia Nickel Mines added a 365 h.p. unit to its plant on Stuklakwa (Texas) creek, a tributary of the Fraser river. The Meridian Mining Corporation is making alterations to its power plant which when completed will comprise a 600 h.p. water-wheel operating a 500 kva. generator. Bullion Hydraulic Mines is engaged upon a 500 h.p. development, the pensstocks and power-house for which are already built.

In Manitoba, the God's Lake Mining Company has begun preliminary construction work at Kanachuckan falls on Island Lake river where a 3,800 h.p. development is projected, of which one unit of 1,900 h.p. will be initially installed.

In Ontario, the Hydro-Electric Power Commission proceeded with the construction of a 1,200 h.p. development at Rat Rapids on the Albany river. It is expected that this installation will be completed early this year when power will be transmitted to the Pickle Crow and Central Portage mining districts. The Kirkland Lake, Matachewan, and Little Long Lac mining districts are now being supplied from the Abitibi development. Another new installation to assist in the mining of gold in the northwestern part of the province was made by the St. Anthony Gold Mines on the Sturgeon river where two units totalling 800 h.p. were installed.

In Yukon Territory, the Yukon Consolidated Gold Corporation is installing an additional 5,000 h.p. unit in its plant on the north fork of the Klondike river, 26 miles from Dawson. The additional power, it is expected, will become available in June next, and will be used in the company's gold-dredging operations in the Klondike river and vicinity.

Mrs. Woods—"Why did Miss Oldmug discharge her gardener?"

Mrs. Woods—"Because he kept saying he had grown gray in her service."

If you want to feel WONDERFULLY BETTER

**take
WINCARNIS
THE
GREAT TONIC**

THAT SOOTHES NERVES
ENRICHES BLOOD
BUILD'S NEW VIGOUR

•

All good Drug & Dept. Stores
Sales Agents: Harold F. Ritchie
Co. Ltd., Toronto

Realized Boyhood Dreams

**Negro In Southern States Is Now
Licensed Pilot**

The South's only licensed negro aviator, Pickens W. Black, Jr., keeps his 80-horsepower aeroplane in a homemade hangar on his father's farm 12 miles east of Newport, Arkansas.

Pickens, 30, is one of the four licensed negro pilots in the United States, he said, and one of the few in the world. He has flown in a Memphis air circus, made trips to Kansas City and Florida, and has had one forced landing in his more than two years of flying.

He hopes to qualify soon for a transport pilot's license.

As a boy, Pickens whittled airplane models from sticks. One powered with rubber bands sailed for 100 yards, the pilot recalled proudly.

A broken propeller on a ship that came to Jackson county with an air circus gave Pickens his first chance to realize his boyhood dreams of flying.

The pilot was at the Pickens farm while the machine was being repaired and before the ship left young Pickens had four hours of flying time to his credit. He soloed with two and a half hours of instruction.

With the instruction he received during those few days, Pickens finished building an airplane he had started to convince his parents he knew something of aviation.

Conceded to his flying, his parents bought him his present machine. He attended the Air Travel School of Flying at Little Rock and received his limited commercial pilot's license.

Pickens is a graduate of Virginia Union University at Richmond.

THE RHYMING OPTIMIST

By Aline Michaelis

TENT SHOW

How valiantly they pace these boards,
How fearfully proclaim!
The power of right: what eager
words!

Flaws forth in honor's name!

As night on night the audience,
Entranced and breathless waits,
How well these players feign suspense,
What envies, loves and hates!

Wind swells the canvas, great poles
sway,

Gays, croaking, strain and give,
While not one seems the actors play

Is strange as those they live!

And still they go with courage fine
And matchless gallantry.

By night, how many a lousy man,
Great scholars, artists rare!

By day, an out-at-elbow clan,

Bent with woe and pain.

And trust himself to Thee.

—A. L. Waring.

Reservations lie latent in the mind concerning some habits in the present, some possibly impending temptations in the future, and thus do we cheat ourselves of inward and outward joys together. We give up many an indulgence for conscience sake, but stop short at the point of entire faithlessness and conscience could reward us. If we could but give ourselves wholly to God, give up for the present and the future every act, and above all, every thought and every feeling, to be all purified to the utmost, then would sacrifice bear it with a peace rendering itself truly safe for easier than before—

F. E. Cobb.

Planets Without Life

**Decision Arrived At By Professor At
Toronto University**

Proponents of inter-planetary communication received a setback by the declaration of Prof. Lachlan Gilchrist, professor of geophysics at the University of Toronto and president of the Royal Astronomical Society of Canada. Life does not exist on neighboring planets.

Presenting the annual presidential address at the society's convocation at the university, Prof. Gilchrist said investigations of the atmospheres of the planets, made in the United States and elsewhere during the past few months, definitely preclude any possibility of life there.

Mrs. Woods—"Why did Miss Oldmug discharge her gardener?"

Mrs. Woods—"Because he kept saying he had grown gray in her service."

Holidays in 1935

New Year's Day, the first holiday in any year, already has been enjoyed. Public holidays (some of them only bank holidays) to be looked forward to are these:

Good Friday, April 19.

Easter Monday, April 22.

Victoria Day, Friday, May 24.

King's Birthday, Monday, June 3.

Dominion Day, Monday, July 1.

Civic Holiday, Monday, Aug. 5.

Labor Day, Monday, Sept. 2.

Thanksgiving Day, Monday, Oct. 7
(or 14).

Christmas Day, Wednesday, Dec. 25.

May Spring 1935

But one of these days the railroads may start to run buses and trucks on the rails, as these now run on the highways. Then they will come back in a way that will surprise those who are now holding post-mortems on them and wondering what to do with the remains, says the Educator's Bulletin.

It is not how many years we live,

but what we do with them.

TRY FASTER WAY TO RELIEVE A COLD

Discovery Bringing
Almost Instant Relief Millions
Follow Simple Directions:

When you have a cold, remember the simple treatment pictured here . . . prescribed by doctors as the *quickest, safest way*.

Results are amazing. Aches and distress go immediately. Because of Aspirin's quick-disintegrating property, Aspirin "takes hold" *almost instantly*. Your cold is relieved "quick as you caught it!"

All you do is take Aspirin and drink plenty of water. Do this every 2 to 4 hours the first day—less often afterward . . . if throat is sore, the Aspirin gargle will ease it in as little as 2 minutes.

Ask your doctor about this. And be sure you do take ASPIRIN when you buy it. It is made in Canada and all drugs are made here. Look for the Bayer logo on a bottle of Aspirin. Aspirin is the trade mark of the Bayer Company, Limited.

**DOES NOT HARM
THE HEART**

ASPIRIN TABLETS

ASPIRIN LIQUID

ASPIRIN GARGLE

ASPIRIN CREAM

ASPIRIN POWDER

ASPIRIN SODA

ASPIRIN JELLY

ASPIRIN CANDY

ASPIRIN CLOUTERS

ASPIR

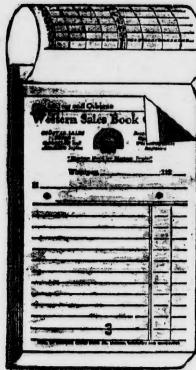
After a hard day's work, a bottle of beer will banish fatigue

THERE ARE NO BETTER BEERS THAN THOSE MADE IN
ALBERTA. OBTAINABLE AT OUR WAREHOUSES
VENDOR'S STORES AND TO YOUR LOCAL HOTEL

DISTRIBUTORS LTD.

Agents for the Brewing Industry of Alberta
PHONE 82 - BASSANO

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.



For Counter Sales Books See us

Prices went up lately
Better order your
supply now

The Gleichen Call

To live well . . .

The desire to live . . . at any cost . . . is as old as mankind. But the desire to live well . . . at reasonable cost . . . has never been so keen as it is today.

. . . The one calls for the mere avoidance of the dangers common to us all . . . but to live really well demands an alert, intelligent acquaintance with the improvements and refinements that are, daily making life better worth living.

Through all progress of the art of living well, advertising . . . almost alone . . . has carried the message of new pleasures, protections and economies into every department of our lives.

. . . and here before you, you will find reliable, straightforward news of tested ways of saving time, effort and money.

Read the advertisements here in your newspaper . . . they are your guide to what's newest and best in the art of living well.

Town & District

R. S. McQueen, the local coal king, sold 12 cars of coal during January. Evidently Mr. McQueen's coal fills the bill and keeps the houses about town warm and cozy.

The school had a fire drill one day last week and emptied the building in 45 seconds. This information was given us by the school boys. They seemed to be very much delighted with the speedy performance.

For the past couple of weeks Social Credit has been the main subject of conversation around town. No two people can talk five minutes but Social Credit pops up. That man Aberhart has certainly got them going. People will talk of some big event for a couple of days then the subject dies out, not so Social Credit. It waxes warmer each day.

Tom Johnson spent Saturday in town looking up his old friends. Tom is now located at Trail, B.C. and was called to Calgary owing to the serious illness of his father. He is now playing hockey for the Trail team and Friday night witnessed the game here between Canmore and Gleichen.

A meeting of the Boy Scouts will be held in the Club Room of the Community Hall, Thursday evening at 7:30. All scouts are requested to be on hand.

Gleichen astrologers, who thought of it, got up a little earlier than usual Sunday morning to gaze at the eclipse. Although it was a little cloudy a good view of the moon and sun could be had through smoked glasses.

A. R. Yates was scalped to Vancouver last week owing to the death of his father.

The annual meeting of the United Church will be held in the church Wednesday evening at 8 p.m.

Charles Lumcien is able to be around again after a long siege of sickness.

Duncan Johnston who has been very ill in Calgary is reported to be much better.

Shipments of cattle out of the province during the year 1934 showed an increase of nearly 10,000 over those of 1933, according to figures compiled in the provincial department of agriculture. The total shipments in 1934 were 161,578 head, compared with 151,928 for 1933. Shipments for the 1932 season were even less, being in the neighborhood of 160,000 head. Total shipments of beef cattle from Alberta to the British market for the year were slightly less than 1933. Export of horses from the province in 1934 totalled 20,387, compared with 16,182 head in 1933.

After being beaten by Canmore Friday night the fans and the Gunners felt much better when a win was registered over Medicine Hat the following night. The Chinook has played both ends of the stick and the wins and post post games are the rule. The fans and Gleichen hockey players were grieved to learn of the death of L. Christensen of the Stratmore Redwings. He was a defence player on that team and will be much missed on the Stratmore lineup. After playing three games three days in succession last week the Aces have been sitting around taking a good rest. The play-offs are not likely to begin this week and Vulcan will be here Friday.

BLACKFOOT M. D. COUNCILLORS IN REGULAR SESSION

The first meeting of the Blackfoot council was held recently. A statement of the equalized assessment figures from the Alberta assessment commission for the period commencing 1935 was received and discussed. It was shown that farm lands comprising 185,000 acres assessed at \$2,078,600, representing approximately 22½ per cent, reduced against previous equalized figures.

Satisfaction was expressed by the councillors in that the district would have benefit in \$1,500 less levy.

Some fourteen irrigation ratepayers were voted fuel and food relief. A mother's allowance was recommended to a ratepayer recently relieved.

Mrs. Nelson and Wheately were appointed to act under the mandate of the O. P. P. P. S. and to investigate the chattels with a view of salvaging hospital and funeral expenses incurred. At the request of the council an interview with Councillor Wheately and Field Crops Commissioner Longman, arrangements were made for a field man to look over the feed situation in the eastern portion of the district and meet the emergency found.

Egg And Poultry Producers Protective Assoc. of Alberta

LISTEN TO THESE RADIO TALKS
It will be in your interest to listen to the series of radio addresses to be broadcast over Radio Station CFCN, Calgary, each evening from 7:50 to 8:00 p.m., excepting Saturdays and Sundays between now and February 22nd.

These talks will be broadcast over an Edmonton Station at a time to be announced over the air.

Turn in and hear why you should register your disapproval of the Compulsory Egg and Poultry Marketing Scheme by voting against it at the forthcoming Poll.

**PROTECT YOUR LIBERTY AND
LIVELIHOOD. DO NOT FAIL TO
REGISTER**

Remember that in order to vote, you must register—Do it early. Full particulars as to how and where to register and vote may be obtained at your local Post Office.

ATTEND THE POOL MEETINGS
By all means attend the Pool Meetings. Listen to the speakers in favor—but be prepared to ask questions and voice your disapproval if you are in agreement.

The radio talks will provide you with plenty of arguments in this connection.

Alberta Egg and Poultry Producers' Protective Assoc.



P's and Q's

ONE authorities have it that the expression "Mind your P's and Q's" has its origin in the fact which printers have to take when setting type, to distinguish between the very similar letters "P" and "Q". Others say that "customers in the trade are fond of making up their bills, used a P to indicate a Pint, and Q for a Quart, so that a customer, in paying, had to mind his P's and Q's. Take your choice of explanation!

Probably no commercial publication in the world minds its P's and Q's more closely than the EATON Catalogue. Every statement, every illustration in this book is checked and rechecked for checked and rechecked. Advertising men and Merchandising experts and by the EATON Research Bureau before it is finally published. All this is in the interest of the consumer. It is also true that no effort is spared to insure that nothing shall be permitted to disturb Western Canada's firmly established and well-proven conviction that "EATON'S" SAFE to save at EATON'S."

EATON'S

DATES OF DANCES AT MERIDIAN HALL

March 1, dance.
March 22, dance.
April 22, I dance Monday dance.

A man with short arms is grievously handicapped when trying to illustrate the length of the fish that got away.

When six boys applied for the job of plumber's apprentice, the one who forgot his letters of recommendation got the place.

The best looking glass is an old friend.

If you could place an ad in the Moon millions of people would read it.

Even then it would only be valuable a few nights each month, whereas a Want Ad in this paper while more limited in its scope will cover this particular locality every day in the year.

CLASSIFIED ADS

Notice under this heading 15 words or under 50c, first insertion and 25c each subsequent insertion 3 words or under. One cent for each insertion one cent per word for each insertion.

WANTED—Maid to do general house work. Sleep at home. Apply Mrs. H. C. Clifford.

WANTED—To talk to a man who is desirous of entering the Radio and TELEVISION INDUSTRY as a life career. Experience unnecessary, but must be willing to devote some spare time to practical instructions under AMERICA'S FOREMOST ENGINEERS. For personal interview, reply giving age, present occupation and phone number, box number care of this paper. Vocational Adviser. 44

Leave Your WATCH, CLOCK
AND JEWELLERY REPAIRS

at
MCKAY HARDWARE

P. B. DISCHER
GLEICHEN and VULCAN

Ingredients used in the manufacture of cosmetics, flavoring extracts and perfume are now derived from apricot pits, which were formerly burned as waste material.

Egg And Poultry Producers

A series of broadcasts dealing fully with the poultry marketing plan proposed for this province under the Natural Products Marketing Act will be given over Stations:

C F C N Calgary
C C C A Edmonton

commencing at 9 p.m. each day on

Saturday, February 9 Saturday, February 16
Tuesday, February 12 Monday, February 18

Thursday, February 14 Thursday, February 21

Bullet of producers on the proposed Alberta marketing plan will be registered February 16 to 23. Ask your postmaster for particulars.

ALBERTA POULTRY MARKETING BOARD

204 Northern Investment Building, Edmonton